



Social Media Management

Course Assignment# 4

Social Media Calendar

Instructor: Tehreem Ranjha

Create 1-2-week Content Strategy for Andaz (Clothing Brand) for their Winter Jackets**Target Audience:** 15-30 YEARS OLD GIRLS INTERESTED IN URDU LITERATURE**Brand Purpose:** A clothing line celebrating Urdu

Create 1-2-week Content Strategy for Salsabeel (Abaya Brand) for their Abbayas**Target Audience:** 16-35 years Female**Brand Purpose:** Modernizing Modesty

Instructions:

You don't have to create content i.g Videos Photos. Download the content calendar (google sheet file) attached with this and write the content strategy in that file.

You Have to write post/story ideas, captions, hashtags etc.

Deadline:

Deadline for the submission of the assignment is 7 November.